

INVOICE



WDIV
550 W. Lafayette Blvd.
Detroit, MI 48226
52-0854807 FEIN
Main: (313)222-0444
Billing: (313)222-0459

http://www.clickondetroit.com/index

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street, NW
Suite 200
Washington, DC 20007

Send Payment To:

WDIV
75 Remittance Drive Ste 3110
Chicago, IL 60675-3110

Invoice #	Invoice Date	Invoice Month	Invoice Period
262992-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Nick Welte	MMT/Philadelph	National

Advertiser	Product	Estimate Number
ISS/MI GOP	MICHIGAN GOP 2012	

Flight Dates	Order #	Alt Order #
10/25/12 - 10/30/12	262992	06395222

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/26/12	10/26/12	Local 4 News Today 5-6A	530-6a	----1--	:30	1	\$1,000.00	NM	
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> ----1--	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WDIV	F	10/26/12	5:57 AM	Local 4 News Today 5-6A	530-6a	:30	MRPTV102502DMMH	\$1,000.00	NM
3	10/25/12	10/25/12	Local 4 News Today @ 6/6A-630A		---1---	:30	1	\$2,200.00	NM	
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> ---1---	<u>Spots/Week</u> 1	<u>Rate</u> \$2,200.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WDIV	Th	10/25/12	6:10 AM	Local 4 News Today @ 6A	6A-630A	:30	MRPTV100101DMMH	\$2,200.00	NM
5	10/25/12	10/25/12	Local 4 News Today @ 6/630A-7A		---1---	:30	1	\$2,400.00	NM	
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> ---1---	<u>Spots/Week</u> 1	<u>Rate</u> \$2,400.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WDIV	Th	10/25/12	6:39 AM	Local 4 News Today @ 6A	630A-7A	:30	MRPTV101701DMMH	\$2,400.00	NM
6	10/25/12	10/26/12	Today Show	7-8a	---11--	:30	2	\$2,500.00	NM	
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> ---11--	<u>Spots/Week</u> 2	<u>Rate</u> \$2,500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WDIV	Th	10/25/12	7:29 AM	Today Show	7-8a	:30	MRPTV100101DMMH	\$2,500.00	NM
2	WDIV	F	10/26/12	7:25 AM	Today Show	7-8a	:30	MRPTV100101DMMH	\$2,500.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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Advertiser		Product	Estimate Number
ISS/MI GOP		MICHIGAN GOP 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/26/12	10/26/12	Jeopardy 1230P-1P	1230P-1P	----F--	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDIV F 10/26/12 12:53 PM Jeopardy 1230P-1P 1230P-1P :30 MRPTV102502DMMH \$900.00 NM									
11	10/25/12	10/26/12	Ricki Lake	3-4p	---11--	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 10/25/12 3:54 PM Ricki Lake 3-4p :30 MRPTV101701DMMH \$700.00 NM 2 WDIV F 10/26/12 3:53 PM Ricki Lake 3-4p :30 MRPTV100101DMMH \$700.00 NM									
13	10/25/12	10/25/12	11-1135P Late News	11P-1135P	---1---	:30	1	\$7,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$7,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 10/25/12 11:28 PM 11-1135P Late News 11P-1135P :30 MRPTV100101DMMH \$7,800.00 NM									
15	10/25/12	10/26/12	Tonight Leno	1135P-1237A	---11--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 10/25/12 12:00 AM Tonight Leno 1135P-1237A :30 MRPTV101701DMMH \$3,000.00 NM 2 WDIV F 10/26/12 12:23 AM Tonight Leno 1135P-1237A :30 MRPTV102502DMMH \$3,000.00 NM									
17	10/27/12	10/27/12	Sat 6-8am/Local 4 News	6-7am	-----1-	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 10/27/12 6:28 AM Sat 6-8am/Local 4 News 6-7am :30 MRPTV100101DMMH \$1,800.00 NM									
18	10/27/12	10/27/12	Sat 6-8am/Local 4 News	7-8am	-----1-	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 10/27/12 7:54 AM Sat 6-8am/Local 4 News 7-8am :30 MRPTV102502DMMH \$2,000.00 NM									
19	10/27/12	10/27/12	Sat 11-1130P Late News	11-1130P	-----1-	:30	1	\$6,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$6,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 10/27/12 11:18 PM Sat 11-1130P Late News 11-1130P :30 MRPTV100101DMMH \$6,500.00 NM									

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ISS/MI GOP		MICHIGAN GOP 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	10/28/12	10/28/12	Sun News 6-730am	Sun 6-7am	-----1	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Su 10/28/12 6:22 AM Sun News 6-730am Sun 6-7am :30 MRPTV102502DMMH \$1,800.00 NM									
21	10/28/12	10/28/12	Sun News 6-730am	Sun 7-7:30am	-----1	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Su 10/28/12 7:10 AM Sun News 6-730am Sun 7-7:30am :30 MRPTV100101DMMH \$1,200.00 NM									
22	10/28/12	10/28/12	Sun Today Show 9-10A	9A-10A	-----1	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Su 10/28/12 9:55 AM Sun Today Show 9-10A 9A-10A :30 MRPTV102502DMMH \$3,000.00 NM									

Total Spots **17** Gross Total **\$43,000.00**

Payment Terms 30 Days

Agency Commission **\$6,450.00**

Net Amount Due **\$36,550.00**

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